

JOHN BEAR, Ph.D.

EXPERT WITNESS AND CONSULTING SERVICES RELATING TO DEGREES AND CREDENTIALS

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CO-AUTHOR (WITH ALLEN EZELL) OF
*DEGREE MILLS: THE BILLION-DOLLAR
BUSINESS THAT HAS SOLD MORE THAN A
MILLION FAKE DEGREES* (PROMETHEUS
BOOKS, JANUARY 2005)

♦
BEARS' GUIDE TO EARNING DEGREES
BY DISTANCE LEARNING
(450,000 COPIES IN PRINT)

♦
CO-PRESENTER, DIPLOMA MILL
WORKSHOPS FOR THE OFFICE OF
PERSONNEL MANAGEMENT

♦
CONSULTANT TO THE FBI
ON DEGREES AND CREDENTIALS
FOR ENTIRE LIFE OF DIPSCAM

♦
ADMITTED AS EXPERT WITNESS ON
DEGREES AND CREDENTIALS
U.S. FEDERAL COURT

♦
PRESENTER OF DIPLOMA TALKS AND
WORKSHOPS AT NATIONAL
CONVENTIONS OF AACRAO
(REGISTRARS, ADMISSIONS OFFICERS)

♦
AUTHOR OF ARTICLES ON DEGREES IN
UNIVERSITY BUSINESS, WHOLE EARTH
CATALOG, INFORMATION PLEASE
ALMANAC, MANY OTHERS

♦
PRINCIPAL RESPONDENT
WWW.DEGREEINFO.COM
NEWS FORUM

♦
B.A., PSYCHOLOGY
M.J., JOURNALISM
UNIVERSITY OF CALIFORNIA
AT BERKELEY

PH.D., COMMUNICATION
MICHIGAN STATE UNIVERSITY

♦
FORMERLY ASSOCIATE PROFESSOR,
SCHOOL OF JOURNALISM,
UNIVERSITY OF IOWA;
DEGREE CONSULTANT TO
AUSTRALIAN DEPARTMENT
OF EDUCATION, THE COUNCIL OF
EUROPE IN STRASBOURG,
AND MANY OTHERS;
RESEARCH DIRECTOR,
BELL & HOWELL COMPANY
EDUCATION GROUP;
DIRECTOR, CENTER FOR THE GIFTED
CHILD; CONSULTANT TO XEROX
CORP., ENCYCLOPEDIA BRITANNICA,
GENERAL MOTORS,
THE GRATEFUL DEAD, AND
HUNDREDS OF INDIVIDUAL AND
CORPORATE CLIENTS.
AUTHOR OF 28 BOOKS PUBLISHED BY
MAJOR PUBLISHERS.

3 April 2005

Senator Tom George
Fax 517-373-5607

Dear Senator George

It was while I was working on my Ph.D. at Michigan State in ancient times (1966) that I wrote my first paper on the danger of degree mills and fake diplomas. I've been writing on this topic ever since, most recently a book called *Degree Mills: the billion dollar business that has sold more than a million fake degrees*, done with the man who started and ran the FBI's diploma mill task force.

As such, I am delighted by your proposed legislation. Diploma mills have been a problem since the 14th century. We will never get rid of them, so dealing with the people who use the fake degrees is the most effective solution. Even if the fines are small and rarely assessed, the very fact that they exist is a good deterrent. For instance, when people ask me about the University of Berkley, a major phony, which operates from a "campus" which is a mail forwarding service in a mall in Southfield, Michigan, I don't have to go into detail; I only have to say, "Gee, I hope you don't live in Oregon, Illinois, New Jersey, etc., because you'd be committing a criminal offense to use that degree." (Their address is www.berkley-u.edu, a sad reminder that the ".edu" suffix is meaningless.)

If you'd like a complimentary copy of our Degree Mills book, I'd be pleased to send you one.

Sincerely,



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John Bear

For circle dance information, click on the underlined word "Dance" just below.

[DANCE](#)

Resumé

B.A., Psychology, University of California, Berkeley, 1959

M.J., Journalism, University of California, Berkeley, 1960 [Grade point average: 4.0]

Ph.D., Communication, Michigan State University, 1966 [Grade point average: 4.0]

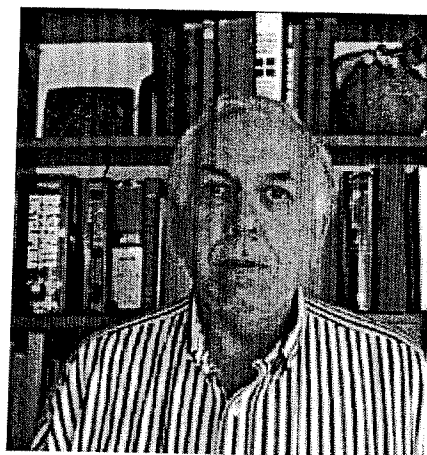
Author of 29 books with major publishers (Time-Life, McGraw-Hill, Career Press, Harcourt Brace, Grosset & Dunlap, Ten Speed Press, Price/Stern/Sloan) on higher education, computers, travel, U.S. history, cooking, publishing, and consumerism. Four titles have appeared on various bestseller lists.

In the business world I was, most recently, Head of New Business Development for the Financial Times division of Pearson PLC, the world's largest educational publisher (Prentice Hall, Addison Wesley Longmans, Scott Foresman, Penguin, Putnam, etc.).

Pearson purchased the company my wife and I founded and ran for seven years, International Business Education, Inc., which did marketing in North America for two large British universities, the University of Leicester and Heriot-Watt University (which ultimately had the largest MBA program of any kind in the United States and Canada).

In earlier times, I was Director of the Center for the Gifted Child in San Francisco, Research Director for the Bell & Howell Company's educational division in Chicago, Head of Advertising and Corporate Communications for the Midas Muffler Company (Midas-International) in Chicago, and Associate Professor (with tenure) in the University of Iowa School of Journalism, and head of the Senior Honors Program.

My consulting clients have included the F.B.I. (degrees and credentials), the Grateful



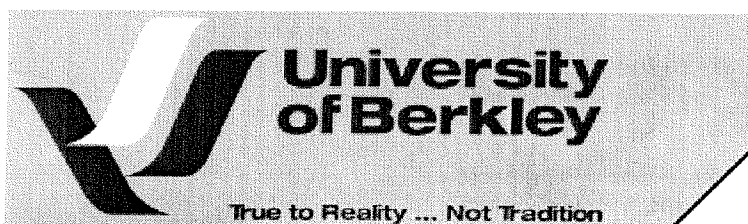
John Bear

I live in a San Francisco suburb with my wife, Marina, an author and community college teacher (ethics, bioethics, world religion), and our Wheaten terrier, Luiseagh ("Lucy"). Hobbies include folk dancing (the form called circle dance), magic (I was recently initiated into the Society of American Magicians), and an imminent return to tennis, and the prospect of building a model train layout ("N") and starting bagpipe lessons.

Daughter/co-author Mariah is the publisher for a large California company. Our twins, Susannah and Tanya, live in Oregon with their husbands and our five grandchildren.

Dead (marketing and financial planning), General Motors (safety programs), Xerox Corporation (product development), and Encyclopaedia Britannica (product development). I have also consulted with more than 2,000 individuals and a dozen universities, on matters related to earning or marketing degrees.

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Structure of Degree Programs

1. **No residency** means that you work at home-no classes.

2. **Self paced.** No time restrictions or requirements. Take as little or as much time as you need. (Note: we encourage students to try to finish within 9 months, but you may finish in 2 weeks-it depends on your abilities, expenses, and desires.

3. **Use of L.E.A.P.*** -- UofB's exclusive "Lifetime Education/Experiential Assessment Portfolio." You may already "have" your degree and not know it! Through L.E.A.P., we'll determine how many college credits you have earned for *everything* you've done or learned, whether in or out of a classroom.

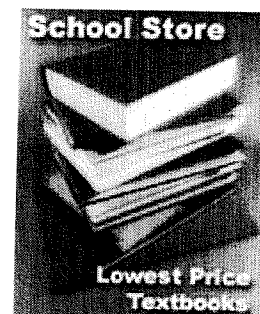
Some Examples:

Self-taught computer skills	Job Experience	Movies you've seen
Books you've read	Volunteer work	Dance Study
Hobbies	Attending Seminars	Acting in a play
Travel	Military experience	Learning or speaking a foreign language
Tax preparation	Community service	Formal educational experience
Starting a business	Continuing adult education	Officer of a club/organization

You will earn 20 credits simply by examining your life in detail and completing the L.E.A.P. forms.

4. **UofB accepts virtually unlimited transfer credits.** If you have credits from another school these are generally *all* transferable to your degree program with us. Check with your personally assigned professor.

5. **Credit through independent study.** If you lack the credits necessary for your degree, you may in effect do "new work" to fill in this "gap." You would be



led through the new work or our extension education program by your Faculty Instruction Coordinator (F.I.C.).

6. **Custom tailored to fit your needs.** You develop your curriculum, pick your degree and your major, with assistance from your F.I.C., if needed.

7. **Final Project or C.A.P.*** The "Commensurate Ability Project" is your way of demonstrating your proficiency in your chosen field of study. It is very flexible and could take the form of a traditional thesis/dissertation, or you can create something of your choosing. Example include: an original audio or video tape (demonstrating proficiency in performing arts); a sculpture, painting or pottery; creation of a computer program; the writing of a book or training manual; an original work of prose or poetry or a thoughtful critique of an existing work; or development of a community service project. The structure of your C.A.P. is limited only by your abilities and imagination.

8. **Transcript.** The UofB offers a unique way of expressing yourself and completing your degree program. *You will earn credit* for critiquing your life, work and final project (C.A.P.). You will in essence help write your narrative transcript.

9. Upon completion of the degree requirements as well as payment of tuition in full, you will be awarded your degree, at which time the University will send your diploma and transcript.

If you need additional information please contact our Office of Student Affairs at (866) 209-1957 Monday - Friday between 9 a.m. and 5 p.m. Eastern time.

(* Note: **L.E.A.P.** and **C.A.P.** are copyrighted acronyms and the sole property of the University of Berkley, the educational affiliate of The Society of God, a non-profit, religious, educational, philanthropic corporation.)

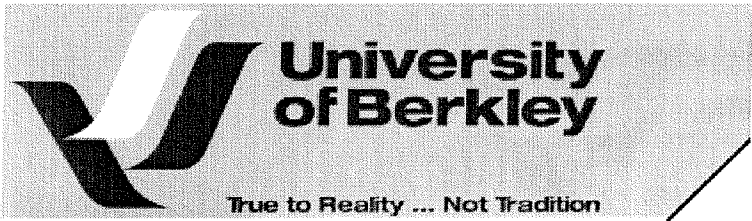
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Degrees Available

*(These are examples only. Remember...majors and degrees can be custom made by the student. For more information, please call our Office of Student Affairs at TOLL FREE 1.866.209.1957 Monday - Friday between 9 a.m. and 5 p.m. Eastern time.) or **contact us here.***

Associate Degrees Available:

- Associate of Retail Management
- Associate of Hotel & Restaurant Management
- Associate of Police Science
- Associate of Criminal Justice
- Associate of Computer Science
- Associate of Information Technology
- Associate of Management Information Systems
- Associate of Liberal Arts
- Associate of Creative Writing
- Associate of Journalism
- Associate of Literary Studies
- Associate of Art History
- Associate of Arts & Sciences
- Associate of Cinematography
- Associate of Fine & Performing Arts
- Associate of Theater & Theater Arts

A.A.	Associate of Arts
A.S.	Associate of Science

Bachelor Degrees Available:

- Bachelor of Business Administration
- Bachelor of Communications
- Bachelor of Advertising
- Bachelor of Marketing
- Bachelor of Retail Management
- Bachelor of Human Resource Management
- Bachelor of Hotel & Restaurant Management
- Bachelor of International Relations
- Bachelor of Finance
- Bachelor of Accounting
- Bachelor of Police Science
- Bachelor of Criminal Justice
- Bachelor of Political Science

B.S.	Bachelor of Science
B.A.	Bachelor of Arts

- Bachelor of Public Administration
- Bachelor of Theology
- Bachelor of Comparative Religion
- Bachelor of Philosophy
- Bachelor of Sociology
- Bachelor of Psychology
- Bachelor of Social Sciences
- Bachelor of African-American Studies
- Bachelor of Mental Health Counseling
- Bachelor of Counseling
- Bachelor of Social Work
- Bachelor of Healing Sciences
- Bachelor of Natural Health Sciences
- Bachelor of Computer Science
- Bachelor of Information Technology
- Bachelor of Management Information Systems
- Bachelor of Computer Engineering
- Bachelor of Engineering
- Bachelor of Industrial Engineering
- Bachelor of Mechanical Engineering
- Bachelor of Engineering Technology
- Bachelor of Engineering Management
- Bachelor of Biology
- Bachelor of Environmental Science
- Bachelor of Mathematics
- Bachelor of Physics
- Bachelor of Liberal Arts
- Bachelor of Humanities
- Bachelor of Creative Writing
- Bachelor of Journalism
- Bachelor of Literary Studies
- Bachelor of Art History
- Bachelor of Arts & Sciences
- Bachelor of Cinematography
- Bachelor of Fine & Performing Arts
- Bachelor of Theater & Theater Arts
- Bachelor of Historical Studies

Master Degrees Available:

- Master of Business Administration
- Master of Communications
- Master of Advertising
- Master of Marketing
- Master of Retail Management
- Master of Human Resource Management
- Master of Hotel & Restaurant Management
- Master of International Relations
- Master of Finance
- Master of Accounting
- Master of Organizational and Leadership Management
- Master of Police Science
- Master of Criminal Justice
- Master of Political Science
- Master of Public Administration
- Master of Global Political Economy and Finance
- Master of Education Administration

M.S.	Master of Science
M.A.	Master of Arts
M.B.A.	Master of Business Administration

- Master of Education
- Master of HealthCare Administration

- Master of Theology
- Master of Comparative Religion
- Master of Philosophy

- Master of Sociology
- Master of Psychology
- Master of Social Sciences
- Master of African-American Studies
- Master of Mental Health Counseling
- Master of Counseling
- Master of Social Work
- Master of Healing Sciences
- Master of Natural Health Sciences
- Master of Organizational System Development

- Master of Computer Science
- Master of Information Technology
- Master of Management Information Systems
- Master of Computer Engineering

- Master of Engineering
- Master of Industrial Engineering
- Master of Mechanical Engineering
- Master of Engineering Technology
- Master of Engineering Management

- Master of Biology
- Master of Environmental Science
- Master of Mathematics
- Master of Physics

- Master of Liberal Arts
- Master of Humanities
- Master of Creative Writing
- Master of Journalism
- Master of Literary Studies
- Master of Art History
- Master of Arts & Sciences
- Master of Fine & Performing Arts
- Master of Theater & Theater Arts
- Master of Historical Studies

Doctoral Degrees Available:

- Doctor of Business Administration
- Doctor of Communications
- Doctor of Human Resource Management
- Doctor of International Relations
- Doctor of Finance
- Doctor of Accounting
- Doctor of Organizational and Leadership Management

- Doctor of Police Science
- Doctor of Political Science
- Doctor of Public Administration
- Doctor of Global Political Economy and Finance

- Doctor of Education Administration
- Doctor of Education
- Doctor of HealthCare Administration

Ph.D.	Doctor of Philosophy
ED.D.	Doctor of Education
D.D.	Doctor of Divinity
TH.D.	Doctor of Theology
D.PC.	Doctor of Pastoral Counseling

- Doctor of Theology
- Doctor of Comparative Religion
- Doctor of Philosophy

- Doctor of Sociology
- Doctor of Psychology
- Doctor of Social Sciences
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- Doctor of Engineering Management

- Doctor of Biology
- Doctor of Environmental Science
- Doctor of Mathematics
- Doctor of Physics

- Doctor of Humanities
- Doctor of Journalism
- Doctor of Literary Studies
- Doctor of Art History
- Doctor of Arts & Sciences
- Doctor of Historical Studies

Combination Degrees Also Available:

- Bachelor/Master
- Master/Doctoral
- Bachelor/Master/ Doctoral

Honorary Degrees Available:

The University of Berkley makes available, to deserving individuals, Honorary Doctoral degrees. Honorary doctoral degrees solicited by individuals must be paid for. The payment referred to is an "honorarium" or contribution to the UofB. Please write or call for information concerning this process. The funds collected from this program help to provide the necessary money to allow us to carry on our **charitable and philanthropic work**.

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<http://www.suntimes.com/output/news/cst-nws-fake05.html>

Teachers using bogus advanced degrees to score raises

May 5, 2004

BY LOUISE CHU

ATLANTA -- A middle-school math teacher in Georgia's Gwinnett County received a \$16,000 pay raise last fall when she submitted papers showing she had earned a doctorate from Saint Regis University.

While it sounds prestigious, Saint Regis is considered a diploma mill, an institution that sells college degrees for little or no coursework.

In one of the biggest scandals of its kind, 11 Georgia educators were caught holding advanced degrees from Liberia-based Saint Regis after the state checked the records of its 130,000 teachers this spring.

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This
Mother's
Day.**



Around the country, the problem of diploma-mill degrees may be getting worse, since the Internet has made it easier for such businesses to operate and the federal No Child Left Behind Act has put a higher premium on advanced degrees for teachers.

"This is an area of increasing concern on the federal level," said John Barth, director of postsecondary accreditation for the U.S. Education Department.

Officials said the percentage of educators passing off bogus degrees is probably small, but hard to measure because not all schools diligently check credentials.

John Bear, a former consultant to an FBI task force on diploma mills during the 1980s, estimated the industry takes in more than \$300 million a year, and it is growing.

Diploma mills have become increasingly savvy at posing as legitimate schools, creating impressive Web sites and providing fake transcripts for their "alumni."

Teachers are in one of the few fields where salary is explicitly tied to education level. Under the No Child Left Behind Act, most teachers have until the 2005-06 school year to meet federal standards for being "highly qualified," which can include holding an advanced degree in the subject they teach.

"If you're in a smaller town and not near a major university, then you try to find options, and it doesn't surprise me that people try to find ways for an easier way out," said Terry Schwartzbeck, policy analyst for the American Association of School Administrators.

Using a bogus degree to get a job or promotion is illegal only in Oregon, New Jersey, Indiana, Illinois, North Dakota and Nevada, where it is a misdemeanor mainly punishable by fines ranging from \$350 to \$2,500. But violators rarely face prosecution. *AP*